PROTON
Savvy
The Savvy approach

When you're driving, there's no better moment than when you find that elusive short cut, turn off from the static traffic and... just for a few delicious metres... there's no one in front of you. Suddenly driving is fun again.

There are enough things that get in the way of enjoying your car. We're not saying that a Savvy will magic them all away, but it will certainly cut some of the issues down to size.

Cutting through modern life

Model shown is Savvy 1.2 Style.

Tight spots, queues and air conditioning

We all have to park, but finding that perfect space where you can just glide straight in comes around about as often as Halley's comet. It's far more likely that you've got to parallel park in the middle of a busy street, inching in, wondering how close you are to the car behind. Or sit in the queue for a car park on a boiling hot Saturday, wishing you were already out in the sunshine.

To make parking easier, the Savvy comes with reverse distance sensors to guide you into tough spots and power-assisted steering to get you out again. The short body and long wheel base make it highly manoeuvrable, which is ideal on the high street or in your local multi-storey. And if you do have to queue to park, there's air conditioning on all Style models and a CD player and radio across the range to keep you company.

Model and interior shown is Savvy 1.2 Style.

PENALTY CHARGE NOTICE

WARNING

IT IS AN OFFENCE FOR ANY PERSON OTHER THAN THE DRIVER TO REMOVE THIS NOTICE

Size, space and time travel

Space and size both matter when it comes to cars but in different ways. Space is something you can't have too much of, but if you choose a car that's bigger than you really need, its size can make it harder to park and more expensive to run. So what you need is a car with the same qualities as the Tardis. Small on the outside and spacious on the inside, so it can cope with realities of your everyday life.

Just like the Tardis, the Savvy is well thought through and has plenty of interior space. Five doors and four seats make it convenient for both passengers and shopping. The interior configuration is versatile, with split seats that fold all the way forward to make a generous boot even larger. And although time travel isn't a standard feature (yet), the 1.2 litre Savvy is economical to run which is good for your pocket and the environment.

Model and interior shown is Savvy 1.2 Style.

Rap stars, designer labels and central locking

Model shown is Savvy 1.2 Style.

Looking good. Call it posing if you like. Not all of us will admit to it, but most of us do it. Checking out how we look in shop windows on the way to work, taking a moment between floors to appreciate the lift's full length mirror.

Your car is a big part of your image. It's the thing you put on after your coat when you go into town. But great style doesn't have to break the bank these days. Only rap stars and obscure European royals (the ones you've never heard of in 'Hello' magazine) still pay over the odds for big-name labels. The rest of us shop at those well-known cut-price designer outlets. We get the same stuff as the rap star/royal (delete as applicable) but pay 70% less for it. And we look equally stylish in it. (Not to mention, secretly feeling just a little bit smug.)

Model shown is Savvy 1.2 Style with optional Steel Grey metallic paint.

So if you love your bargain designer labels, the Savvy will suit you down to the ground. The car's got the right look – bee sting aerial, honeycomb rear light clusters, wide-bore central exhaust. Opt for the Style model and enhance the look with chunky 15" alloys. Inside, you get all those finishing touches you'd expect from a big name – Clarion radio/ CD player, remote central locking, electric front windows (Style only), funky interior styling and more.

So what will it cost you to look this cool? Less than you might think. And you've got five colours to choose from.

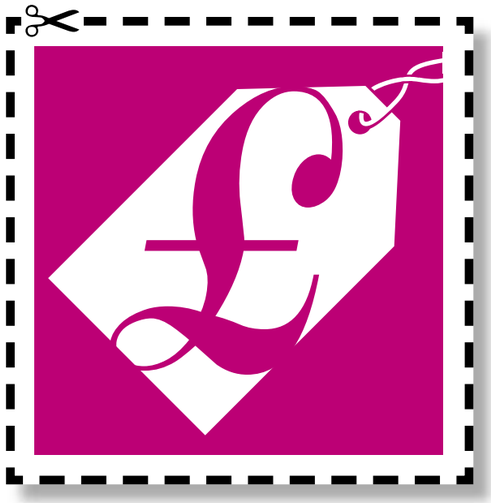
Chilli Red (solid)

Passion Blue (metallic)

Apple Green (metallic)

Onyx Black (metallic)

Steel Grey (metallic)



Who's your daddy?

They always say if you want to know what your partner's going to be like in 30 years time, take a good look at their parents. On the bright side, this scrutiny might reveal some positive characteristics you might otherwise have overlooked.

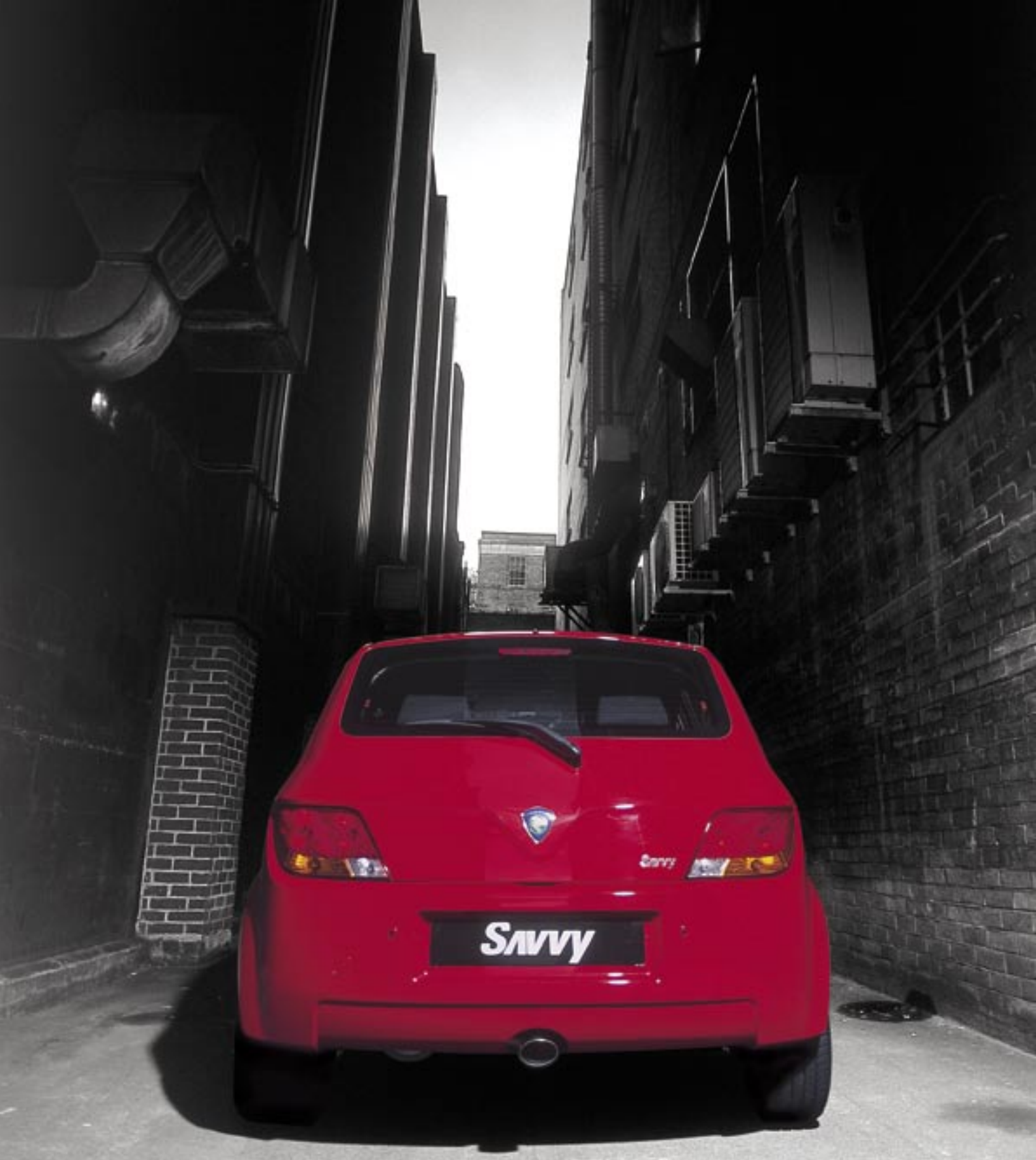
Take the Savvy. If you're serious about it, this is probably a good time to ask 'who's your daddy?' The answer is Proton, which guarantees that the beauty of your new car is more than skin deep. Beneath the shiny exterior lies a comprehensive three year warranty and three years free RAC cover. Being prepared for any eventuality runs in this family.

Proton is definitely where the Savvy gets its practical approach to life from. So a multi-function alarm and an engine immobiliser are fitted as standard, ensuring your car is as safe on the street as it is at home on your drive.

To meet the Savvy in person and spend some time together on a test drive, please call Proton on 0800 0 521 521 and we'll help get your new relationship get off the ground.

After all, finding your way through modern life is more fun together.

Model shown is Savvy 1.2 Style with optional Steel Grey metallic paint.



The specifications contained in this brochure are for information purposes only and relate to the time at which this brochure was printed. Every effort has been made to ensure accuracy, but Proton believes in a policy of continuous improvement and therefore reserves the right to change specification without prior notice. Please consult your nearest Proton dealer who will be happy to confirm model availability, prices and colour choices. E&OE.

Specifications, dimensions and weights correct at time of going to print. Whilst every effort is made to ensure its accuracy, the information is not binding and is subject to alteration by Proton. Certain features mentioned within this brochure may not be available across the range. Models shown may differ from UK specification vehicles.

© Copyright 2006. All rights reserved. Proton Cars (UK) Ltd. Edition SAVVY061.

Proton Cars (UK) Ltd
Potash Lane, Hethel, Norwich, Norfolk NR14 8EZ

Customer Information 0800 0 521 521
www.proton.co.uk

LMK5010B 05/ 06